

PAYAL GANGULY | HYDERABAD

Continuous banter directs you to the presence of a young team, The Businesswalas, which works out of hired premises. "From the biggest brands to small companies, everyone has a say in the market. This is the philosophy we work on," says 22-year-old Akbar Rasheed, founder of the venture. Bringing creative expertise in a field often neglected by small businesses, The Businesswalas provides a one-stop-shop for brand positioning, marketing and advertising.

"We design everything from logos to letterheads and visiting cards. We have also shot promotional short-films for screening at movie theatres for some of our clients. When a client comes to us, we want them to understand that brand placement is not only for big players," says Rasheed, who worked with Walt Disney's marketing division in Mumbai before setting up the venture. The quirky name was also a product of brainstorming and some creative thought. "When we work, the businesses garner better business, hence the name," says Sakina Hamza, co-founder of the company and a student of MA mass communication.

The team in the three-month old venture is working to give a whole-some brand image to clients. They draw from various areas of expertise including design, content and sales and marketing. They also have a production team that works in collaboration with the design team. "The best part about working with a creative design team is coming up with innovative ideas for promotion and marketing. For example, we have introduced QR cookies for one of our clients which will be available at retail outlets of a coffee shop. Scanning the cookies will take the customers directly to the website of the client. Such promotions are not very common in a city like Hyderabad," says 20-year-old Hamza.

The company has garnered good business in the last three months and the founders are hopeful of expanding after they break-even. "As of now, the infrastructure and salaries have been self-financed. The outlook promises that we can expect returns on investments in another six months," says Rasheed. The staff largely consists of students who are working part-time and looking for a creative outlet. Highlighting the necessity for a company providing complete solutions, Rasheed says,

"We would like to help out the brands based in Hyderabad as well as brands up north reach the customers in this part of the country. We plan to provide sales, promotion and marketing for our clients at one go." The company has also bagged a contract from Mumbai-based customised radio-station, Radiowalla for the launch of the brand in Hyderabad and for outreach.

Apart from the wide repertoire of services offered by the company, The Businesswalas also work on mall activities for brand promotion, brochures, logos and other solutions. "When clients approach us, we try to tell them where they should spend in

order to make their product visible. We also offer t o

Youthful and creative,
The Businesswalas tells you where to
invest your money to popularise your
product and make it more visible

One-stop for MARKETING



PIC:
A SURESH KUMAR

(Left to right) Siddhanti Bodhu, Akbar Rasheed, Rohan Goud and Sadaf Mirza. (Seated) Harika Vankadara and Sakina Hamza

aid in product designing to create a younger brand," says Rasheed.

The company manages the online profile of businesses and maintains social media pages for the same. "Recently we launched a Facebook page for Bambino Pasta and we have been updating it with content and designs. We also manage the website and provide clients the domain name," says Sakina. She goes on to add that the production for short films are done in collaboration with a media company which directs and edits the rushes while production is managed by them. Reach them on facebook at www.facebook.com/TheBusinesswalas.

— payal@newindianexpress.com

FRIENDLY COACH

R KALPANA

CHENNAI
She is the founder of The Academy
for Communication and Learning



PRIORITISING TASKS

A team head at a leading BPO, Sanjay walked out of a meeting completely distraught. For a whole year, he has always had issues with meeting deadlines. This year the appraisal had not been too good. He has been appreciated by his team members and bosses, but his manager and sometimes even his family members have told him that he needs to be more organised and conscious of time. While he is extremely energetic, has a never-say-die attitude and great interpersonal skills, he can never meet deadlines — a problem that has been discussed in all his appraisals. He can't ignore this problem anymore and needs to overcome it.

TIME MANAGEMENT

Sanjay is not the only person who finds it difficult to organise and manage time. We have to work on various tasks on a day-to-day basis. Some people have an innate ability to prioritise tasks and just organise their time effectively. Unfortunately, many of us fail to do this. We are always flustered, overwhelmed and end up completing the tasks which require less priority on that day and pay less attention to tasks which need to be prioritised. Sanjay also has the unyielding habit of completing tasks by himself. He sometimes ends up doing an imperfect job as a result.

LEARN AND GROW

As we are growing in our careers, we need to learn to manage tasks better by understanding how important each is. Have a calendar and an agenda for the day. With the latest apps, it proves to be an easy job. Try to classify tasks into what is most urgent, very important, important and subsequently, the tasks which are not-so-urgent or not-so-important.

Urgent tasks are mostly tasks that have an immediate deadline or a deadline that has passed. Most often things become urgent or urgent situations are created when we have deferred a task. For instance, acknowledging the receipt of an email may be very trivial but if ignored, can become an urgent task. Important is when we do not complete the task, it can make an impact in our life in different degrees with respect to our thoughts and predicaments. This definitely can bring about a great discipline in our daily routine, both in our personal and professional lives.

You must also learn to delegate work that only requires your supervision. Effectively organising your time and delegating responsibly can help you grow in your career.

— kalpana@acl-india.in